

Fig. 1

Fig. 2

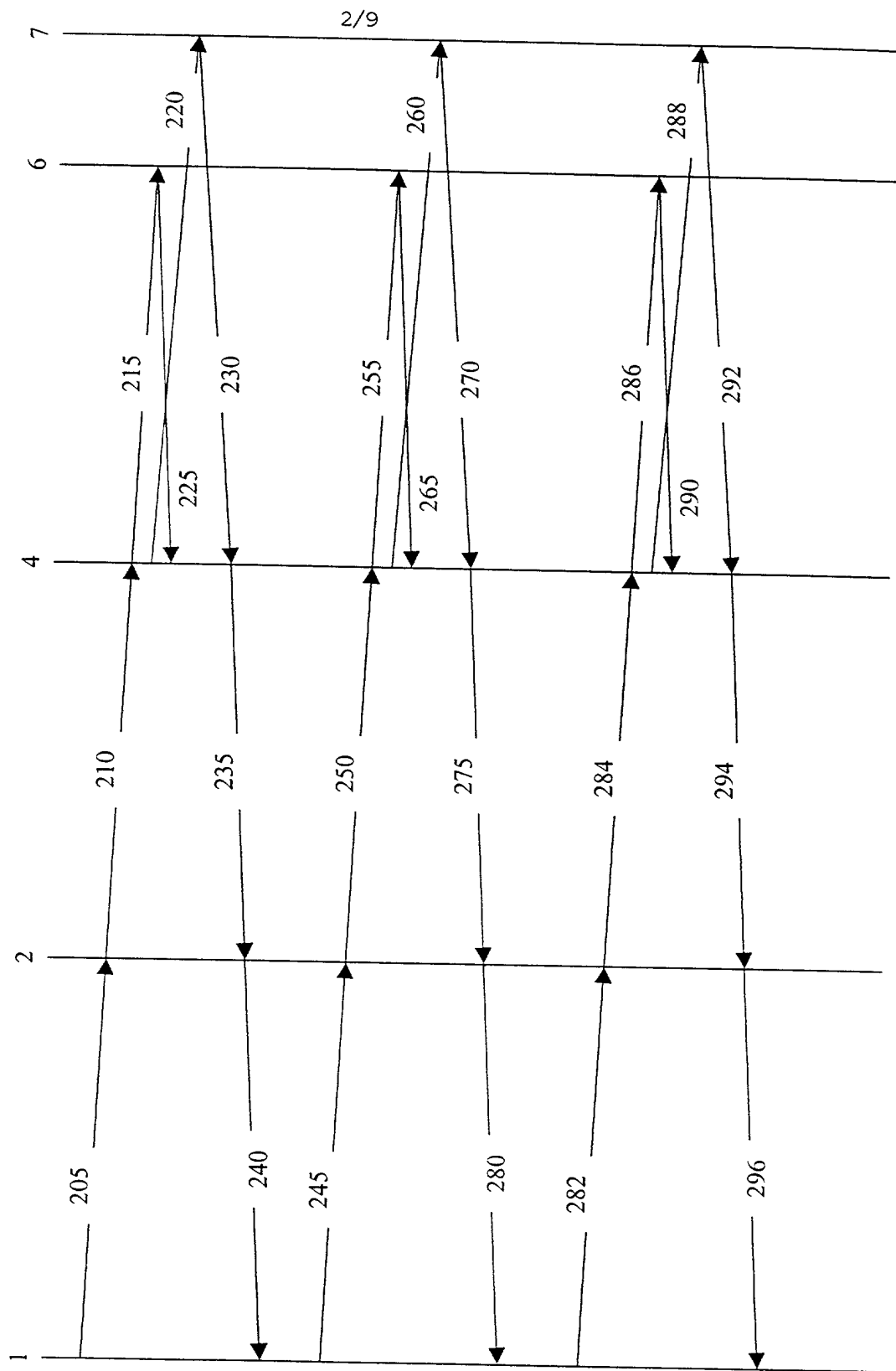
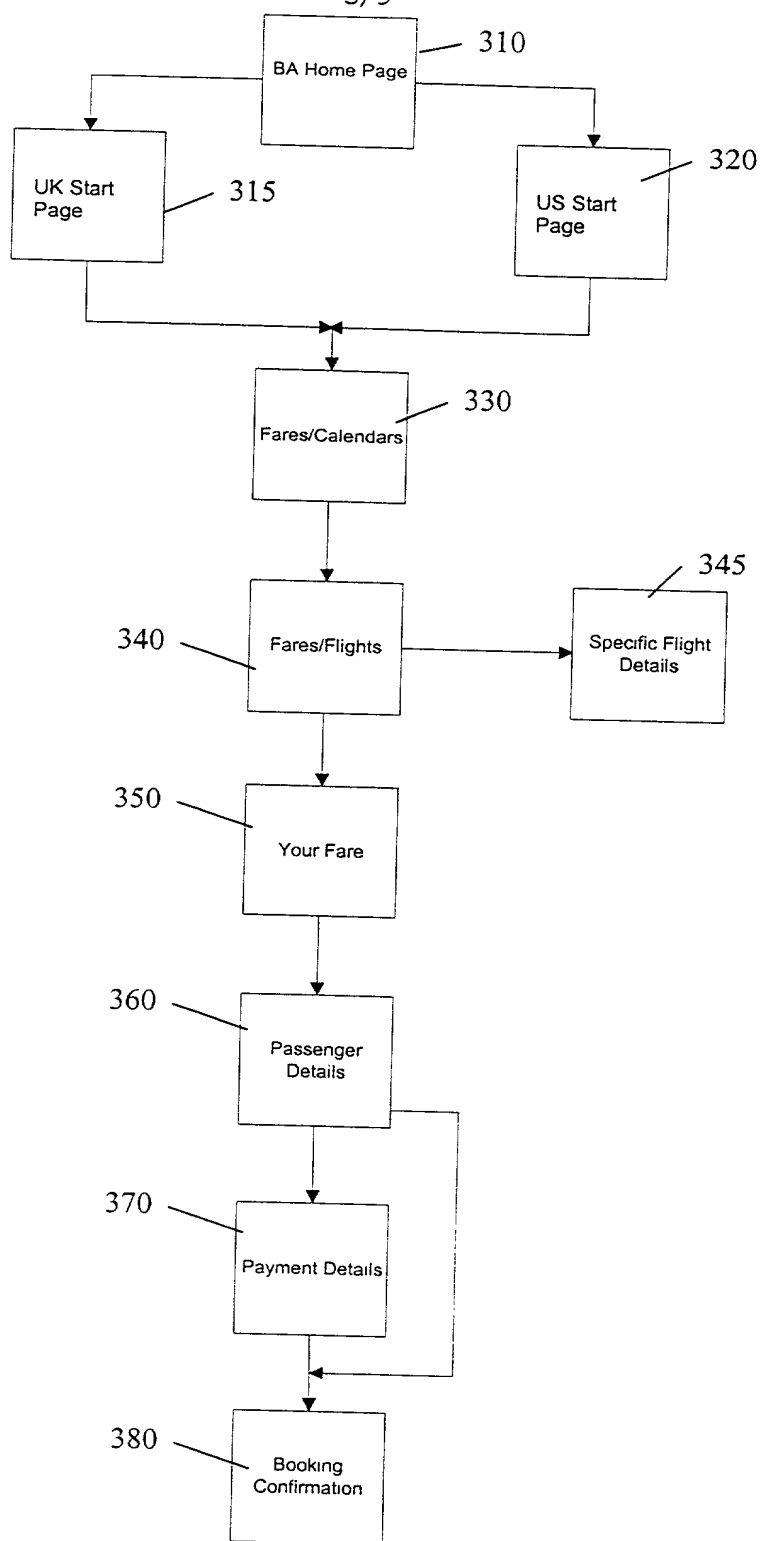


Fig. 3



The screenshot displays the British Airways website interface from 1999. At the top, a navigation bar includes links for 'Home', 'About Us', 'Contact Us', 'Fares', 'Flights', 'Hotels', 'Partners', 'Press', 'Travel Agents', and 'Vacations'. The main content area is divided into two columns. The left column, titled 'From the United States', features two primary booking options: 'Book Online : Classic' for one-way flights and 'Book Online : Fare Explorer' for return journeys. Below these, a search form is visible with fields for 'Leaving from' (Atlanta), 'Departing' (August 2000), 'Going to' (London - All Airports), and 'Returning' (August 2000). It also includes a 'Select fare type' dropdown set to 'Economy (with restrictions)' and a passenger selection section for Adults (2), Children (0), and Infants (0). A 'GO' button is positioned below the form. The right column, titled 'BRITISH AIRWAYS', lists various services: 'Flights' (Browse Schedules, Today's Arrivals and Departures, Products and Services Guide), 'On Holiday' (Order Brochures, LONDONtraveller Guide), 'Frequent Traveler Programs' (Executive Club, Venture Club), and 'Where We Fly From' (21 US Departure Cities, Select A City). A 'World Offers' section on the left side of the right column promotes a luxury trip to London, with a form to 'enter email here' to receive updates. At the bottom, a navigation bar contains links for 'Job Opportunities', 'Email Us', 'Frequently Asked Questions', 'Home', 'Site Index', 'Feedback', and 'Login/My Travelspace'. The browser's status bar at the very bottom shows the address 'http://www.britishairways.com/' and the page number '380'.

Fig. 5a

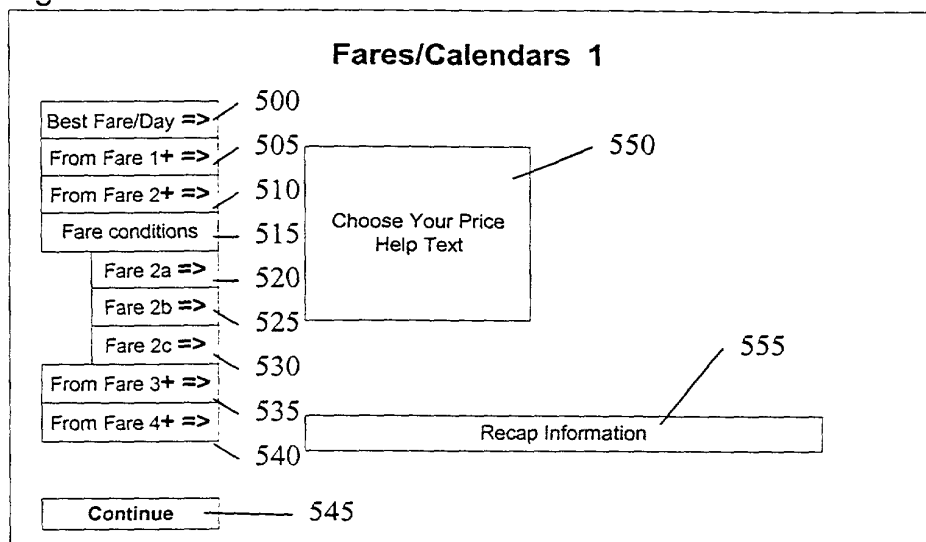


Fig. 5b

British Airways - Fare Explorer - Microsoft Internet Explorer provided by British Airways PLC

2. EXPLORE

BRITISH AIRWAYS Fare Explorer

PASSENGERS AND TOTAL PRICE		
ADULTS	1 @	+
CHILDREN	0 @	+
INFANTS	0 @	+
TOTAL PRICE INC. TAX		

OUTBOUND JOURNEY SELECTION	
CITY	Chicago
DATE	
FLIGHT	
DEPART	
ARRIVE	

INBOUND JOURNEY SELECTION	
CITY	London
DATE	
FLIGHT	
DEPART	
ARRIVE	

Price Ranges & Features

Price	Features	Availability
CLICK TO SHOW THE BEST AVAILABLE FARES.		
From \$594.80	Show features	Traveller - Show Availability
From \$634.80	Show features	Traveller - Show Availability
From \$722.80	Show features	Traveller - Show Availability
From \$734.80	Show features	Traveller - Show Availability
From \$834.80	Show features	Traveller - Show Availability
From \$1,007.80	Show features	Traveller - Show Availability

Thank you for selecting your destination

Click on 'Show Features' to display fare conditions summary & variations of the fare in the selected colour band

Click on 'Show Availability' arrow to display a calendar of dates when you can travel

To book journeys to more than one destination, one way or stopover flights, please [click here](#).

The prices shown are return prices including approximate taxes, fees and charges due. Fares shown are subject to additional charges including but not restricted to passenger facility charges, taxes and fees associated with international journeys. This information will be quoted accurately at Step 3 of the process, once flights are known and included in the total prices shown to you before payment is requested.

If you are experiencing difficulties, please call our customer help desk on 1-800-403-0882

EXIT TERMS AND CONDITIONS PRIVACY POLICY

Done Internet zone

Fig. 6a

Fares/Calendars 2

Best Fare/Day =>	500	Outbound Calendar	600
From Fare 1+ =>	505		Choose Your Departure Date Help Text
From Fare 2+ =>	510		
Fare conditions =>	515		
Fare 2a =>	520		
Fare 2b =>	525		
Fare 2c =>	530	Previous 4 weeks =>	615
From Fare 3+ =>	535	Next 4 weeks =>	620
From Fare 4+ =>	540	Recap Information	
Continue	625		

Fig. 6b

British Airways - Fare Explorer - Microsoft Internet Explorer provided by British Airways PLC

BRITISH AIRWAYS
Fare Explorer

PASSENGERS AND TOTAL PRICE ADULTS 1 @ + CHILDREN 0 @ + INFANTS 0 @ + TOTAL PRICE INC TAX	OUTBOUND JOURNEY SELECTION CITY Chicago DATE FLIGHT DEPART ARRIVE	INBOUND JOURNEY SELECTION CITY London DATE FLIGHT DEPART ARRIVE
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Price Ranges & Features

CLICK TO SHOW THE BEST AVAILABLE FARES.

From	Show features	Traveller - Show Availability
\$634.80		
\$722.80		
\$734.80		
\$834.80		
\$1,097.80		

Departure Date

October 2000

MON	TUE	WED	THU	FRI	SAT	SUN
23	24	25	26	27	28	29
30	31					

November 2000

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December 2000

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

.Click on the date on the calendar when you wish to depart

The prices shown are return prices including approximate taxes, fees and charges due. Fares shown are subject to additional charges including but not restricted to passenger facility charges, taxes and fees associated with international journeys. This information will be quoted accurately at Step 3 of the process, once flights are known and included in the total prices shown to you before payment is requested.

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EXIT TERMS AND CONDITIONS PRIVACY POLICY

Fig. 7a

Fares/Calendars 3

Best Fare/Day =>	500	Outbound Calendar	600	Inbound Calendar	700
From Fare 1+ =>	505	[Empty Box]	[Empty Box]	[Empty Box]	[Empty Box]
From Fare 2+ =>	510				
Fare conditions	515				
Fare 2a =>	520				
Fare 2b =>	525				
Fare 2c =>	530	Previous 4 weeks =>	615	Previous 4 weeks =>	710
From Fare 3+ =>	535	Next 4 weeks =>	620	Next 4 weeks =>	720
From Fare 4+ =>	540	Choose Your Return Date Help Text			730
		740			
Continue		Recap Information			

Fig. 7b

British Airways - Fare Explorer - Microsoft Internet Explorer provided by British Airways PLC
BRITISH AIRWAYS
Fare Explorer

PASSENGERS AND TOTAL PRICE

ADULTS	1 @	\$ 451	+	\$ 83.80
CHILDREN	0 @		+	
INFANTS	0 @		+	
TOTAL PRICE INC TAX		\$ 534.80		

OUTBOUND JOURNEY SELECTION

CITY	Chicago
DATE	8 November 2000
FLIGHT	
DEPART	
ARRIVE	

INBOUND JOURNEY SELECTION

CITY	London
DATE	
FLIGHT	
DEPART	
ARRIVE	

Price Ranges & Features

Price	Features	Availability
CLICK TO SHOW THE BEST AVAILABLE FARES.		
From \$ 534.80	Show features	Traveller - Show Availability
From \$ 634.80	Show features	Traveller - Show Availability
From \$ 722.80	Show features	Traveller - Show Availability
From \$ 794.80	Show features	Traveller - Show Availability
From \$ 834.80	Show features	Traveller - Show Availability
From \$ 1,097.80	Show features	Traveller - Show Availability

Departure Date

October 2000

MON	TUE	WED	THU	FRI	SAT	SUN
23	24	25	26	27	28	29
30	31					

November 2000

MON	TUE	WED	THU	FRI	SAT	SUN
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December 2000

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10

Return Date

October 2000

MON	TUE	WED	THU	FRI	SAT	SUN
23	24	25	26	27	28	29
30	31					

November 2000

MON	TUE	WED	THU	FRI	SAT	SUN
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December 2000

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10

Click on the date on the calendar when you wish to return, or click on another price band to see more fare ranges

If you are experiencing difficulties, please call our customer help desk on 1-800-403-0882

EXIT
TERMS AND CONDITIONS
PRIVACY POLICY

Fig. 8a

8/9

Fares/Flights

Best Fare/Day	500	Outbound Flights	800	Inbound Flights	810
Fare 1 + ? =>	505	Flight		Flight	
Fare 2 + ? =>	510	Flight		Flight	
Fare conditions	515	Flight		Flight	
Fare 2a =>	520	Flight		Flight	
Fare 2b =>	525	Flight		Flight	
Fare 2c =>	530	<=< Prev day Next Day >=>		<=< Prev day Next Day >=>	
Fare 3 + ? =>	535	820	830	840	850
Fare 4 + ? =>	540	Total Fare 860			
		Fare Conditions 870			
Continue		880			

Fig. 8b

British Airways - Fare Explorer - Microsoft Internet Explorer provided by British Airways PLC

2. EXPLORE

PASSENGERS AND TOTAL PRICE		
ADULTS	- @	\$ 451 + \$ 83.80
CHILDREN	0 @	+
INFANTS	0 @	+
TOTAL PRICE INC TAX		\$ 1089.6

OUTBOUND JOURNEY SELECTION

CITY	Chicago
DATE	8 November 2000
FLIGHT	
DEPART	
ARRIVE	

INBOUND JOURNEY SELECTION

CITY	London
DATE	16 November 2000
FLIGHT	
DEPART	
ARRIVE	

Price Ranges & Features

Price Features Availability

CLICK TO SHOW THE BEST AVAILABLE FARES.

From \$634.80	Show features	Traveller - Show Availability
From \$722.80	Show features	Traveller - Show Availability
From \$734.80	Show features	Traveller - Show Availability
From \$834.80	Show features	Traveller - Show Availability
From \$1087.80	Show features	Traveller - Show Availability

Departure Flights

Price	Depart	Arrive
Wednesday 8 Nov 2000		
\$534.80	Chicago 17:35	Heathrow 07:20*
\$534.80	Chicago 20:40	Heathrow 10:25*

Return Flights

Price	Depart	Arrive
Thursday 16 Nov 2000		
\$534.80	Heathrow 11:15	Chicago 14:15
\$534.80	Heathrow 15:35	Chicago 18:35

Click on your choice of Departure and Return flights, or click on another price band to see more fare ranges

If you are experiencing difficulties, please call our customer help desk on 1-800-403-0892

EXIT
TERMS AND CONDITIONS
PRIVACY POLICY

Fig. 9a

9/9

Your Fare

Nr Adults at	Fare + tax	Amount	900
Nr Children at	Fare + tax	Amount	
Nr Infants at	Fare + tax	Amount	
Total Price			

Fare in Euro 910

Fare Rules 920

Local Phone Number

☐ Insurance from £xx 930

[Link to Fare Rules, Terms and Conditions](#) 940

[Continue](#) 950

[Add a Hotel](#)

Fig. 9b

BRITISH AIRWAYS
Fare Explorer

Your Flight Price

Below is the price for your chosen flights. Click on "Book Tickets" below to reserve or book these flights. If you would like to view another fare, click on the back button in your browser and select a different flight pair.

To view our fare tips [click here](#)

Total Price: \$ 1,117.20

Passengers	Price Per Ticket	Taxes, fees, and charges	Total Price
2 Adults	\$ 451.00	\$ 107.60	\$ 1,117.20

Total Price \$ 1,117.20

Fare Rules for your 3 tickets:

- This fare is valid for sale only in the country where the journey begins, and may be different if purchased elsewhere. If you want to have your tickets issued in a different country, please contact your local British Airways office who will quote the correct fare for you in the local currency.
- Before travel commences no refund will be given for cancellation of your booking.
- The departure flight may be changed for the same journey for a charge of \$150.00 up to 45 days before travel commences. From 45 days up to the

Total Price: \$ 1,117.20

Passengers: 2 Adults, 0 Child, 0 Infant

Outbound: Wed 08 Nov 2000 17:35
Chicago (Chicago) to Heathrow (London)
Flight: BA208

Depart: 08 Nov 2000 17:35 ORD
Arrive: 09 Nov 2000 07:20 LHR

Inbound: Thu 10 Nov 2000 15:35 Heathrow
(London) to Chicago (Chicago)
Flight: BA207

Depart: 10 Nov 2000 15:35 LHR
Arrive: 10 Nov 2000 18:35 ORD

need help?